



UK Radio: The Creative Challenge

Clare Bowen Head of Creative Development
RAB



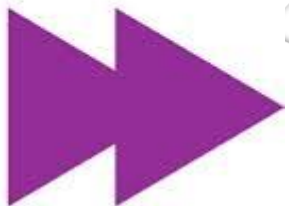
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**Absolute
Radio**



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You Tube





campaign



News

The Work

Opinion

In-depth

Media

Diary

Agency | Digital | Direct Marketing | Media | Bulletins

UK agencies put in a no show in Radio Lions nominations

19 OCTOBER 2011 - 3:11PM | BY THE DRUM | 4 COMMENTS

Radio And The Creative Abyss

campaign



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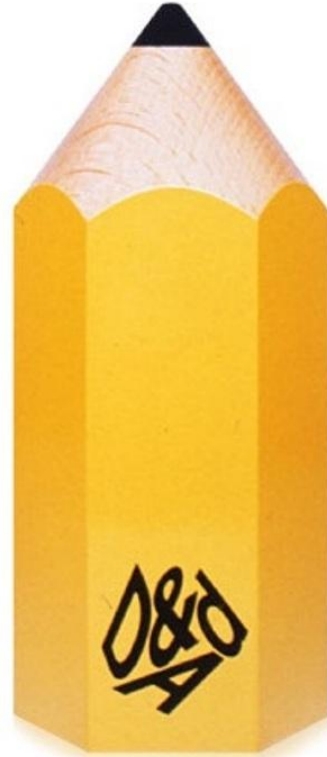
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UK shows 'real lack of interest' in radio

By Anne Cassidy, campaignlive.co.uk, Tuesday, 21 June 2011 08:30PM 7 Comments



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#InspiredByAudio





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The Best of British Radio Advertising

The RAB's monthly Aerial Awards celebrate great radio creative and all winning ads are entered into the annual D&AD Awards.



[Listen to all the winners »](#)

Next deadline is 31st
January 2013



Ads which appeared on
-air between October
to December 2012 can
be entered.

[Enter your ad »](#)

Get Audio Inspired
by D&AD


Get hints and tips from top
industry figures on how to
use audio creatively.

[Get inspired »](#)

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 @AerialAwards



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♥
Radio

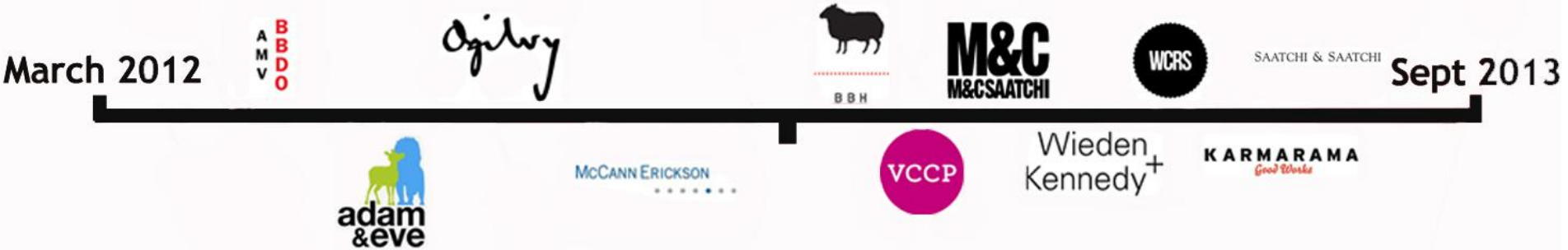


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Kellogg's
**CRUNCHY
NUT**



Agency Training





#LoveRadioAds



Sounds of Success...





- 6 UK radio wins at Cannes in 2012
- 2013 Entries for D&AD up 34%
- First radio Gold at Campaign BIG
- Improved RadioGAUGE average





"When radio is done really well, it can liberate the imagination
in ways that print or film simply can't" Greg Delaney, Chairman
DLKWLow

"It isn't radio that's the problem. It's us. We are missing one
important weapon in our arsenal"
Nils Leonard, Executive Creative Director Grey

"The RAB has made concerted efforts to drive creativity forward.
The days of creative agencies turning around sub-standard audio
copy are numbered" Simon Blackburn, MPG

"Oh my God I think I'm going to write a blog about radio"
Ben Kay, Executive Creative Director TBWA/MAL



What Next?

- Terms and Conditions
- The Aerial Awards launch
- Creative Event





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